

TO: Norma Suter

DATE: December 5, 1994

FROM: Shari Teitelbaum

SUBJECT: Merit Awards Qualivue -- Final Report

Attached is the final presentation deck outlining the complete results from the QualiVue study which was conducted to gauge consumer reactions to the 1994 Merit Awards mailing/catalog. As indicated in the Topline (dated October 20, 1994), the results are very favorable, with response levels in terms of awareness and planning on ordering similar to those from the 1993 and 1994 Virginia Slims V Wear studies. Furthermore, the imagery communicated by the catalog is in line with Merit's down-to-earth imagery.

A summary of the results can be found on pages 3-5 in the presentation deck.

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Attachment

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